# BARMATE

HOME BARTENDERS' GUIDE TO EXPERT DRINK MIXING

44 PRIZE RECIPES

*(. . . just like the top spots make 'em!)*

*"We're sunk . . . Grandma can't tend bar tonight!"*

If you're the kind who gets upset when a friend asks for a popular drink you've never mixed before . . . relax. This handy "barmate" will make you an expert in the lively art of drink-mixing. What's more, you'll have fun. Just look through these pages. You'll see recipes for the best-known drinks made with all of today's famous basic liquors: Bourbon, Scotch, rum, gin, vodka, and Southern Comfort. These recipes are from top mixers in the business. They're fast and easy to make, yet delicious. Just try 'em, and you'll agree.

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**How to improve your favorite drinks**

This guide even shows you how to improve many of today's favorites, often just by substituting one traditional basic liquor for another. An excellent example is the smoother Manhattan made with Southern Comfort and dry vermouth. S. C. also makes superb Collinses, Old-Fashioneds, Sours, etc. Try one of these drinks made the conventional way; then compare it with one made with Southern Comfort. Or, for a faster comparison, make the "taste test" at right. You'll see for yourself.

## *How* SOUTHERN COMFORT® makes you a Master Mixer

## *What is it?*

Life was leisurely in the days of the Old South. Hospitality and fine liquor were traditions. But even the finest whiskies failed to satisfy one gentleman in New Orleans. Carefully, he "smoothed his spirits" with rare, delicious ingredients. The result was so agreeable, its fame soon spread . . . as Southern Comfort. But the formula for this 100-proof liquor still remains a family secret. We think that you and your friends will like what it adds to a drink.

## Tested tips for mixing . . . straight from the professionals

### WHEN TO SHAKE OR STIR

Drinks made with *clear* liquors need only stirring with ice (the Stinger's an exception). *Shake* drinks made with hard-to-blend ingredients like fruit juice or cream...and shake hard.

### WHAT SUGAR TO USE

Finely granulated sugar mixes faster, won't cake, and makes clearer drinks. Always dissolve sugar before adding the liquor. Do not use "powdered" sugar.

### CHILLED GLASSES

Chill cocktail glasses by filling with cracked or shaved ice. Then mix your drink, dump ice from the glasses, pour in drink and serve.

### FOR SUCCESS: MEASURE

Not even a highball should be mixed by the "eyeball" method. The best drinks are the result of exact measurements of the finest ingredients. Basic measures: pony = 1 oz.; one jigger = 1½ oz.; dash = 4 to 6 drops

## MAKE THIS SIMPLE TASTE TEST: with the formula the experts use

No need to be a chemist to enjoy research like this. If you're not already using Southern Comfort, you can easily prove how different (and more delicious!) it is.

Just make this simple comparison test with other basic liquors. You'll have fun experimenting . . . and understand why the taste of the liquor is so important.

- Fill three Old-Fashioned glasses half-full of cracked ice. Pour an ounce of Scotch or Bourbon into the first . . . an ounce of good gin into the second . . . an ounce of Southern Comfort into the third. Swirl each till the liquor chills.
- First, pick up the glass of Scotch or Bourbon, and take a sip. Next, sip the gin. Finally, sip the Southern Comfort, and notice its aroma and flavor.
- By now you'll know why people say Southern Comfort tastes so good. No wonder millions keep it on hand for variety and extra pleasure. It's *delicious* . . . any way you use it: straight, on-the-rocks, as a mist, in tall drinks, or in cocktails. Just try the Southern Comfort recipes featured in this handy new guide, and you'll see how drinks made with Southern Comfort actually taste better.

*"One cube or two, Mukluk, darlink?"*

## The Lowdown on Highballs

Ice, plenty of it, is the secret behind the most successful drinks . . . even the simple highball. But ice should be *fresh;* old ice absorbs refrigerator odors and tastes. More highball hints: soda, whether dry or sweet, should be top quality and *cold* (to hold carbonation better). And instead of faucet water, often full of chemicals which mask your liquor's flavor, try a bottled spring water, such as Mountain Valley water. Now you're ready to get more enjoyment from: a jigger of liquor, ice, and soda or water.

### ON-THE-ROCKS – fast and simple

For those who appreciate the taste of fine liquor, just pour a jigger of your favorite over ice cubes in an Old-Fashioned glass. To improve your drink, use smaller cubes; you'll find it will chill faster, taste better. A twist of lemon peel adds piquancy.

### MIST – quick variation

Fill an Old-Fashioned glass with finely cracked ice; add a jigger of liquor, a twist of lemon peel. Many say this slight dilution frees the liquor's true flavor.

### EASIEST WAY to enjoy Southern Comfort

It's in drinks like this—on-the-rocks or mists—that a liquor's naturally good flavor comes through. So it's no surprise that over half the Southern Comfort users enjoy it this way. Now see for yourself why many more swear by the zestful Comfort* Highball!

### COMFORT* HIGHBALL

1 jigger (1½ oz.) Southern Comfort • dry soda
Twist of lemon peel or juice of ¼ lime (optional)

*Pour Southern Comfort over ice cubes, add lime juice or lemon peel. Fill glass with soda, and stir.*

*"I told her I like old-fashioned girls, so she ordered five in a row."*

As served at the Gaslight Club,
Chicago, New York, Washington, Paris

# COMFORT*
# Old-Fashioned

Mix just one this smoother way, and see why it's the smart, new fashion.

Dash Angostura bitters • splash dry soda
½ tspn. sugar (optional)
1 jigger (1½ oz.) Southern Comfort

*Stir bitters, sugar, soda in glass; add ice cubes and S.C. Top with twist of lemon peel, orange slice, and cherry.*

**REGULAR OLD-FASHIONED**

1 lump sugar • splash of dry soda
Dash Angostura bitters
1 jigger (1½ oz.) Bourbon or rye

*Muddle sugar, bitters, and soda in glass until sugar dissolves. Add two ice cubes, whiskey, and stir. Top with orange slice and cherry.*

**COMFORT* 'N BOURBON**

½ jigger (¾ oz.) Southern Comfort
½ jigger Bourbon • ½ jigger water

*Pour S.C. and Bourbon over cracked ice; add water, and stir. Top with a twist of lemon peel.*

Two great favorites in one great drink . . . and proof of Southern Comfort's usefulness. It even blends with other liquors, as well as cocktail ingredients. Another winning pair: try a Comfort* 'n Scotch.

**Served at Wilbur Clark's Desert Inn & Stardust Hotels, Las Vegas**

*Southern Comfort®

*"He says he'll trade us back our island if we give him the recipe . . ."*

As served at Sardi's Restaurant & Sardi's East, New York

## COMFORT* Manhattan

A taste tells you why Manhattan Island is proud to have this drink as a namesake.

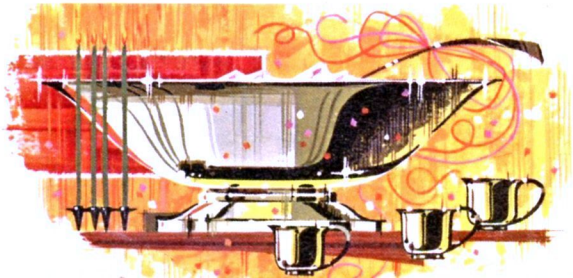
1 jigger (1½ oz.) Southern Comfort
½ oz. French (dry) vermouth
Dash of Angostura bitters (optional)

*Stir with cracked ice until thoroughly chilled, strain into cocktail glass. Serve with cherry.*

**ORDINARY MANHATTAN**

½ oz. Italian (sweet) vermouth
1 jigger Bourbon or rye
Dash of Angostura bitters (optional)

*Stir thoroughly with cracked ice and strain into glass. Serve with a cherry.*



Three brimming bowlfuls of cheer add a punch line to your welcome on special occasions. . .

## Mix your firewater these famous ways, and the whole tribe will enjoy it

### DRY MARTINI

1 part French (dry) vermouth
4 parts gin or vodka

*Stir with cracked ice until cold. Strain, and serve in pre-chilled glass with green olive, pearl onion, or twist of lemon peel.*

### MARGARITA

1 oz. Cuervo tequila • ½ oz. Triple Sec
1 oz. lime or lemon juice

*Moisten glass rim with the fruit rind, and spin the moist rim in salt. Shake ingredients well with cracked ice, and strain into glass. Sip your drink over the salted edge.*

### BLOODY MARY

1 jigger (1½ oz.) vodka • 2 jiggers tomato juice
⅓ jigger lemon juice • dash Worcestershire sauce

*Salt and pepper to taste. Shake with cracked ice and strain into 6-oz. glass.*

### COLD TODDY

¼ tspn. sugar • 1 oz. water
2 oz. Scotch or Bourbon

*Stir sugar with water in glass. Add ice cubes and liquor, top with lemon peel twist.*

Super toddy, anybody? Try one made with Southern Comfort.

### GIMLET

4 parts gin or vodka
1 part Rose's sweetened lime juice

*Shake well with cracked ice and strain into pre-chilled glass. A pleasant change of pace.*

### RUM SWIZZLE

Juice ½ lime • 1 tspn. sugar
2½ oz. light rum • 4 dashes bitters

*Mix in glass pitcher with plenty of finely cracked ice. Stir vigorously until the mixture foams; serve in double Old-Fashioned glass.*

### ROB ROY

½ jigger (¾ oz.) Italian (sweet) vermouth
1 jigger (1½ oz.) Scotch • dash Angostura bitters

*Stir with cracked ice and strain; serve with twist of lemon peel.*

### DAIQUIRI

Juice ½ lime or ¼ lemon
1 tspn. sugar • 1 jigger (1½ oz.) light rum

*Shake thoroughly with cracked ice until shaker frosts, and strain into glass.*

Give a Daiquiri a new accent; use Southern Comfort instead of rum. (Use only ½ tspn. sugar.)

### ANNIVERSARY PUNCH

Bottle (fifth) Southern Comfort
1 cup (8 oz.) cranberry juice
1 qt. sparkling water • dash Angostura bitters
¾ cup lemon or lime juice • 2 qts. champagne

*Pre-cool ingredients; pour into punch bowl over large piece of ice. Add champagne last, and decorate with fruit slices. Serves 20.*

### COMFORT* EGGNOG

1 qt. dairy eggnog mix
1 cup Southern Comfort

*Pre-chill eggnog mix and Southern Comfort. Blend in punch bowl by beating; dust with nutmeg. Serves 10. You'll find your holiday eggnog will reach new heights of flavor.*

### PARTY PUNCH

Bottle (fifth) Southern Comfort
4 oz. Jamaica rum • 4 oz. lemon juice
1 cup (8 oz.) pineapple juice • 1 cup grapefruit juice
2 qts. champagne or sparkling water

*Pre-cool ingredients. Mix in punch bowl; add champagne last. Add ice; garnish with orange slices. Serves 25, and puts punch into any party.*

*Southern Comfort®

*"Old George certainly goes for these Collinses in a big way!"*

As served at the
Fontainebleau Hotel,
Miami Beach

# COMFORT* Collins

Watch your friends dive in, when you pool Southern Comfort's talent with your own.

1 jigger (1½ oz.) Southern Comfort
Juice ¼ lime • 7-UP

*Blend Southern Comfort and lime juice in a tall glass; add ice cubes, 7-UP, and stir.*

**TOM COLLINS**

1 tspn. sugar • ½ jigger lemon juice
1 jigger (1½ oz.) gin, vodka, or tequila • dry soda

*Dissolve sugar in juice; add ice, liquor, stir.*

**JOHN COLLINS**

1 tspn. sugar • ½ jigger lemon juice
1 jigger (1½ oz.) Bourbon or rye • dry soda

*Make it like a Tom Collins. Scotch, rum, brandy, or Irish whiskies can also be used.*

**SCARLETT O'HARA**

1 jigger (1½ oz.) Southern Comfort • Juice ½ fresh lime
½ jigger (¾ oz.) Ocean Spray cranberry juice cocktail

*Shake well with cracked ice; strain into sour glass. See why this drink's becoming as famous as the Rebel belle who inspired it.*

As served at Antoine's Restaurant, New Orleans

These short recipes put you in the swim as a champion tall drink mixer!

### HONOLULU COOLER

Juice ½ lime • 1 jigger (1½ oz.) Southern Comfort
Hawaiian pineapple juice

*Pack tall glass with cracked ice. Add lime juice, Southern Comfort; fill with pineapple juice, stir. Refreshing as a Pacific breeze!*

### MINT JULEP

4 sprigs fresh mint • 1 tspn. sugar
Dash of water • 2 oz. Bourbon

*Chill glass. Crush mint, sugar in water; pack with cracked ice, pour whiskey almost to top, and stir until glass is frosted.*

For a julep that's a real joy, use S.C. (no sugar).

### GIN RICKEY

Juice, rind ½ lime • jigger (1½ oz.) gin • dry soda

*Squeeze lime over ice cubes in 8-oz. glass; add gin, lime rind, fill with soda, and stir.*

Make brandy, rum, Scotch, Bourbon rickeys the same way. Or, to really rev up the rickey, use Southern Comfort.

### THE ALAMO

1 jigger (1½ oz.) Southern Comfort
Unsweetened Texas grapefruit juice

*Pack 12-oz. glass with cracked ice. Add Southern Comfort, fill with juice, stir . . . and you'll remember the Alamo!*

### RUM 'N COLA

Juice and rind of ½ lime
1 jigger (1½ oz.) light rum • cola

*Squeeze lime over ice cubes in tall glass; add rind, rum, fill with cola, and stir.*

Instead of rum, see what a comfort S.C. is to cola.

### SCREWDRIVER

1 jigger (1½ oz.) vodka • orange juice

*Place two ice cubes in 6-oz. glass; pour in vodka, add orange juice, and stir.*

A new twist: use Southern Comfort instead of vodka.

### GIN 'N TONIC

1 jigger (1½ oz.) gin (or vodka or tequila)
Juice and rind ¼ lime • Quinine water (tonic)

*Squeeze lime over ice cubes in 8-oz. glass; add rind, liquor, fill with tonic, stir. Now, an even greater reason why tonic drinks are more popular than ever.*

### COMFORT 'N TONIC

1 jigger (1½ oz.) Southern Comfort
Juice and rind ½ lime (optional) • Quinine water (tonic)

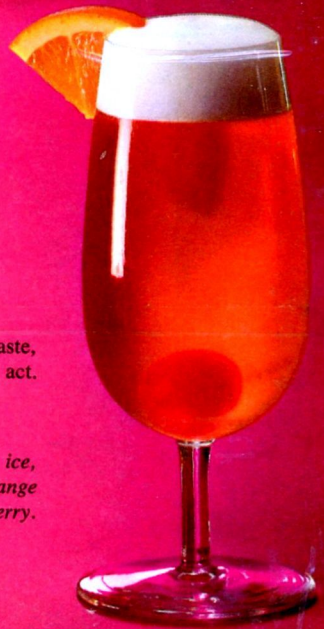
*Make it like a gin and tonic. Then taste the difference. You'll discover again why Southern Comfort's flavor is the secret of success for home drink-mixing.*

*Southern Comfort®

*"Teddy? He's been Colonel Comfort ever since he drank that sour."*

As served at the
Hotel Mark Hopkins,
San Francisco

# COMFORT* Sour



Your sours will have a dramatic new taste, when Southern Comfort gets into the act.

⅓ jigger lemon juice • ½ tspn. sugar
1 jigger (1½ oz.) Southern Comfort

*Shake ingredients well with cracked ice, and strain into glass. Serve with orange slice on rim of the glass, and a cherry.*

**WHISKEY SOUR**

½ jigger lemon juice • 1 tspn. sugar
1 jigger (1½ oz.) Bourbon or rye

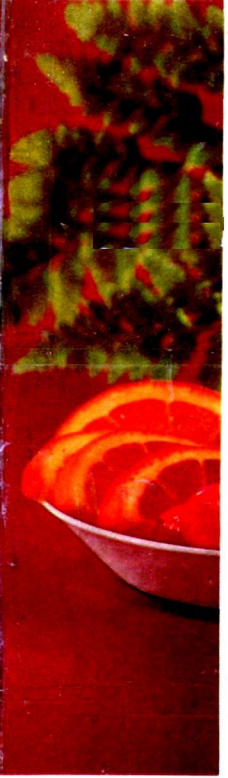
*Shake well with cracked ice and strain. Serve with orange slice on rim of glass and cherry.*

**COMFORT* STINGER**

1 jigger (1½ oz.) Southern Comfort • ½ jigger (¾ oz.) white creme de menthe

*Shake well with cracked ice until chilled, and strain into glass. You'll see the stinger in a new light when you brighten it with Southern Comfort. (An ordinary stinger is made with brandy.)*

As served at the Brown Palace, Denver



## Five great after-dinner performers

### ALEXANDER

1 tbspn. (½ oz.) fresh cream
¾ oz. creme de cacao
1 jigger (1½ oz.) gin or brandy

*Shake well with cracked ice. strain into glass.*

½ jigger Southern Comfort instead of gin or brandy makes an Alexander you'll acclaim the "Great."

### BLUE BLAZER

½ white creme de menthe • ½ Southern Comfort

*Pour creme de menthe in cordial glass. Float Southern Comfort, filling glass to top, and ignite. When flame dies, let cool and serve.*

### GRASSHOPPER

¾ oz. fresh cream • 1 oz. white creme de cacao
1 oz. green creme de menthe

*Shake well with cracked ice or mix in electric blender. Be sure that the drink is thoroughly chilled before straining into glass.*

### COMFORT* ROYALE

Hot black coffee • ½ oz. Southern Comfort

*Fill a tablespoon with Southern Comfort and balance over coffee cup. Touch a match to the fumes rising from liquor. Then, as the blue flame fades, pour slowly into the coffee.*

### ST. LOUIS COCKTAIL

½ peach or apricot • Chilled Southern Comfort

*Put fruit in sherbet or champagne glass; add cracked ice, fill with Southern Comfort. Serve with small spoon, short straw. See why St. Louisans claim this one as their own.*

As served at Stan Musial and Biggie's, St. Louis

**Southern Comfort®*


Save over ½ on these

## Southern Comfort Steamboat Glasses

Each set a $7.95 value. Save $4.45 per set on handsome, sparkling blue and gold basic glasses. Order yours today!

**A. LONG DRINK GLASS**
Welcome in every home. Use for Collinses, coolers, highballs . . . any tall favorite.
Set of 8 glasses (12-oz. size) **$3.50**

**B. DOUBLE OLD-FASHIONED**
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**C. ON-THE-ROCKS GLASS**
Perfect for serving on-the-rocks, mists, and even the popular "short" highballs.
Set of 8 glasses (8-oz. size)
PLUS matching 2½-oz. Master Measure glass . . . . . all 9 only **$3.50**

**D. MASTER MEASURE GLASS**
This versatile single glass enables you to pour all the correct measures. Marked for ¾ oz. (½ jigger); 1½ oz. (jigger); 2 oz.; and 2½ oz.
Sold alone **50¢**

**E. "STEAMBOAT" NAPKINS**
Cheery napkins say "Smooth Sailing," and are color-mated to match glasses. Two plump packages of 40 each, $1.00 value, only **25¢**

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## HOME BARTENDERS' GUIDE TO EXPERT DRINK MIXING

## 44 PRIZE RECIPES

*(...just like the top spots make 'em!)*

These striking contemporary glasses can be yours at only $3.50 per set! See special offer on previous page.